

## WHAT IS CLAIMED IS

1. A capsule for incorporation into detergent or personal care compositions comprising:

5 (a) a continuous phase comprising an isotropic mixture comprising:

(a1) from about 0.1% to about 15%, by weight of the continuous phase, of a block co-polymer which is selected from the group consisting of a triblock co-polymer, radial co-polymer, and multiblock co-polymer, the co-polymer comprising at least one triblock having a structure: rigid block---flexible block---rigid block; and

10 (a2) a hydrocarbon oil; and

(b) from about 0.01% to about 45%, by volume of the capsule, of a discontinuous phase immiscible with the continuous phase.

15 2. A capsule for incorporation into detergent or personal care compositions comprising:

(a) a continuous phase comprising:

(a1) from about 0.1% to about 45%, by weight of the continuous phase, of a hydrophobic solid;

20 and an isotropic mixture comprising:

(a2) from about 0.1% to about 15%, by weight of the continuous phase, of a diblock co-polymer comprising at least one rigid block and at least one flexible block;

(a3) a hydrocarbon oil; and

25 (b) from about 0.01% to about 60%, by volume of the capsule, of a discontinuous phase immiscible with the continuous phase.

3. The capsule according to claim 1, wherein the continuous phase is transparent.

30 4. The capsule according to claim 1, wherein the co-polymer (a1) comprises polystyrene endblocks and elastomeric midblocks.

5. The capsule according to claim 1, wherein the co-polymer (a1) is selected from the group consisting of styrene-butadiene-styrene, styrene-isoprene-styrene, styrene-ethylene/butylene- styrene, and mixtures thereof.

5      6. The capsule according to claim 1, wherein the continuous phase further comprises from about 0.1% to about 60%, by weight of the continuous phase, of a hydrophobic solid.

10     7. The capsule according to claim 1, wherein the discontinuous phase is selected from the group consisting of an aqueous solution, an oil, an oil solution, an emulsion, a dispersion and a solid.

15     8. The capsule according to claim 1, wherein the discontinuous phase comprises an oil which is immiscible with the hydrocarbon oil in the continuous phase.

9. The capsule according to claim 1, wherein the discontinuous phase comprises an additional benefit agent and/or colorant.

20     10. The capsule according to claim 9, wherein the benefit agent is selected from the group consisting of a bleach, a bleach precursor, a surfactant, an enzyme, a whitening agent, a fabric softener, an anti-wrinkle compound, a dye fixative, dye transfer inhibitors, anti-redeposition polymers, soil release polymers, an anti-foam agent, a perfume, a silicone oil, a vegetable oil, a vitamin, a plant extract, a hydroxy acid, an anti-oxidant, an anti-bacterial agent, a moisturizer, and mixtures thereof.

25     11. A detergent composition comprising:  
(A) from about 0.01% to about 20%, by weight of the composition of a capsule comprising:  
30        (a) a continuous phase comprising an isotropic mixture comprising:  
                  (a1) from about 0.1% to about 15%, by weight of the continuous phase, of a block co-polymer which is selected from the group consisting of a triblock co-polymer, radial co-polymer, and multiblock co-polymer, the

co-polymer comprising at least one triblock with a structure: rigid block--flexible block---rigid block; and

(a2) a hydrocarbon oil; and

(b) from about 0.01% to about 45%, by volume of the capsule, of a discontinuous phase immiscible with the continuous phase;

(B) a surfactant.

12. The detergent composition according to claim 11, wherein the continuous phase is transparent.

13. The detergent composition according to claim 11, wherein the composition is aqueous.

14. The detergent composition according to claim 11, wherein the discontinuous phase is an aqueous solution comprising from about 1% to about 10%, by weight of the detergent composition, of a bleach.

15. The detergent composition according to claim 11, wherein the composition is contained within the transparent package.

16. A detergent composition comprising:

(A) from about 0.01% to about 20%, by weight of the composition of a capsule comprising:

(a) a continuous phase comprising:

(a1) from about 0.1% to about 60%, by weight of the continuous phase, of a hydrophobic solid;

and an isotropic mixture comprising:

(a2) from about 0.1% to about 15%, by weight of the continuous phase, of a diblock co-polymer comprising at least one rigid block and at least one flexible block;

(a3) a hydrocarbon oil; and

(b) from about 0.01% to about 45%, by volume of the capsule, of a discontinuous phase immiscible with the continuous phase; and

(B) a surfactant.

17. A personal care composition comprising:

(A) from about 0.01% to about 20%, by weight of the composition, of a capsule comprising:

5 (a) a continuous phase comprising an isotropic mixture comprising:

(a1) from about 0.1% to about 15%, by weight of the continuous phase, of a block co-polymer which is selected from the group consisting of a triblock co-polymer, radial co-polymer, and multiblock co-polymer, the co-polymer comprising at least one triblock with a structure: rigid block--flexible block---rigid block; and

10 (a2) a hydrocarbon oil; and

(b) from about 0.01% to about 45%, by volume of the capsule, of a discontinuous phase immiscible with the continuous phase; and

15 (B) a cosmetically acceptable vehicle.

18. The personal care composition according to claim 17 wherein the continuous phase is transparent.

20 19. The personal care composition of claim 17 wherein the composition is aqueous.

20. The personal care composition according to claim 17 wherein the composition is contained within the transparent package.